THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) Development and Promotion of Tourism is primarily the responsibility of State Governments/ UT Administrations concerned. Ministry of Tourism extends Central Financial Assistance (CFA) to the State Governments/UT Administrations for development of tourism including procurement of skiing/water sports/mountaineering/trekking equipments under the Product/Infrastructure Development for Destinations & Circuits Scheme of the Ministry, on the basis of proposals received from them, subject to availability of funds and *inter-se* priority.

Ministry of Tourism has sanctioned a project in the year 2007-08 to the Government of Himachal Pradesh for Integrated Development of Eco-tourism Circuit for an amount of Rs.368.82 lakh out of which Rs. 10.50 lakh has been earmarked for procurement of trekking equipment.

Implementation of the project is the responsibility of the concerned State Governments/UT Administrations. However Ministry of Tourism monitors the progress of implementation from time to time.

Promotion of tourism in Jammu and Kashmir

814. SHRI N.K. SINGH: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that after the successful election in Jammu and Kashmir, Government has asked its tourism officers abroad to make a new bid to attract tourists to India;

(b) if so, what are the details in this regard; and

(c) what has been the impact so far?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) The Ministry of Tourism promotes and publicises the tourist destinations through its Incredible India campaign in the print, online, electronic and outdoor media. The Indiatourism offices overseas also undertake promotional activities to attract tourists to India and to promote the varied tourist destinations of the country including Jammu & Kashmir. These activities *include* advertising, participation in fairs and exhibitions, organising seminars, workshops and road shows, publication of brochures, offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

Details of foreign tourist arrivals and foreign exchange earnings in the last three years is as follows:

	2006	2007	2008
Foreign Tourist Arrivals	4.45 million (+13.5%)	5.08 million (+14.3%)	5.37 million (+5.6%)
Foreign Exchange Earnings (in US$ million)	8634 (+19.2%)	10729 (+24.3%)	11747 (+9.5%)